YOU CAN'T HELP INHALING—
BUT you can help your throat!

THERE are *vital differences in cigarettes!* This was *proved*—by distinguished doctors who compared the five leading brands: —

ON COMPARING—THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE *MORE THAN THREE TIMES* THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION *LASTS MORE THAN FIVE TIMES* AS LONG!

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CALL FOR PHILIP MORRIS

FINER PLEASURE
PLUS
REAL PROTECTION

AMERICA'S FINEST CIGARETTE

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